Career Speech

Topic: Event Planning

General Purpose: To inform and persuade about event planning

Specific Purpose: To inform about a career in event planning and persuade my audience that I have the skills required for that career.

Thesis: Event planning requires certain skills and specific duties which I believe I have acquired to bring me the benefits of the career.

I. Introduction

A. Attention Getter: (point to invitations, streamers, balloons, snacks, and music setting on the desk) Invitations, decorations, snacks, music…it sounds like a party!

B. Motivation: I am sure each of you has been to some kind of party and probably had a great time…dancing, eating, and socializing. But, did you ever think about who planned the party, or how much time was put into any event you ever attended? Probably not. This is why you should listen to my speech. Those who are behind the scenes of a party deserve credit. I want to get a career in event planning.

C. Credibility: I have done much research on event planning and have planned some events myself.
D. Specific Purpose: I want to inform you about a career in event planning and persuade you that I have the skills required for this career.

E. Thesis: Event planning requires certain skills and specific duties which I believe I have acquired to bring me the benefits of the career.

F. Preview of Main Points: First, I will explain to you what a career in event planning entails. Then, I will explain how I am fit for this career.

II. Body

A. A career in event planning requires certain skills.

1. According to “Career Matters,” a career journal, having a background in areas dealing with event planning is recommended.

   a. It will benefit you by having a college diploma or university degree in business, tourism or hospitality administration, or public relations when applying for a job.

   b. It is also recommended that you have several years of experience in hospitality or tourism administration or in public relations.

   c. “Daily Plan It,” another career journal, explains that getting into a career in event planning will be easier if you have previously organized events, such as birthday parties, family reunions, bake sales, and charity work.

   d. Lastly, “theLabRat.com,” a career advising site, states that it can be beneficial to attend as many parties, fund raisers, parades and festivals as possible.
I. In doing this, you should make a mental note of colors, decorations, placement, and vendors.

II. It also helps to take pictures and get your name known.

2. Event Planning is not for everyone. You need individual qualities that will bring you out from the rest.

   a. “Fabjob.com” informs that organizational skills are extremely important, as you are in charge of scheduling everything and making lists and follow up calls.

   b. “Event Planning Service,” a journal, informs you must also be very detail oriented to ensure the best decorations, colors, entertainment, food and more for your client.

      (1.) You need to pay attention to size, type, and budget for events.

      (2.) Quoted in “Communication News,” “One missed e-mail or fax could result in no stage lighting or the incorrect food being served—resulting in an unhappy client.”

   c. Communication and business skills are also important, since you will be directly working with clients, selling your ideas and negotiating with contractors.

B. A career in event planning is exactly that, planning and organizing parties, weddings, meetings and other events, and entails specific duties.
1. According to “Career Matters,” the most important duty is coordinating accommodations for the events, including transportation, audio-visual equipment, security, decorations, food, and entertainment.

2. You must learn what the client’s wants are and give your suggestions of themes and companies, and therefore you need knowledge of various resources.

3. You also need to arrange any special needs and permits necessary.

C. A career in event planning has many benefits.

1. First, since you organize and plan the events, you get to attend them all too, and who would not want to go to parties as a part of their career?

2. Second, you can get into the business easily without a penny.
   a. All you need is a phone and determination.
   b. It is not necessary to start with inventory, equipment or staff.

3. Third, the pay is welcoming.
   a. According to “Career World,” the starting salary is $32,000, however it increases greatly as years pass and depends on how well you plan an event and who your contacts are.
   b. Also, from event planning, you can then become a hotel manager, which can pay $85,000.

4. Lastly, if you make it big in event planning, you could be asked to plan huge events such as the Super Bowl, New Years Eve festivities, or the Academy Awards, and you can travel all over the world in doing so.
Transition: Having a career in event planning requires certain skills and specific duties which I believe I have.

D. I have acquired numerous skills throughout my life which would make me an excellent candidate for this career.

1. For the past four summers, I have worked at my village hall as a secretary, which I have gained communication and people skills from.
   a. I deal with residents in person and on the phone with questions they have, appointments they need to make, or messages to relay, which has taught me patience, fairness, and efficiency.
   b. For my job, I also schedule appointments, do bills, filing and computer work, which improves my organization and knowledge of different systems.

2. Now, at Monmouth College, I am developing new skills everyday, as I gain an education
   a. I am double majoring in communication and public relations, and public relations is a recommended area to study for this career.
      (1.) In speech I am learning better communication skills and feeling more comfortable in conversation and presentation.
      (2.) I am also taking classes such as quantitative methods, which teaches me about financial aspects of planning methods.
b. Also, I am on different committees and in organizations which will benefit me in this career.

(1.) I am in ASAP, which is the organization which plans events for campus, such as family weekend, bingo nights and talent shows.

(2.) I am also in SOS which is like a service team where we volunteer and raise money which increases my communication and people skills.

(3.) Two other things are the Scots day committee and the head of an interest group for Pi Phi, in which I gain leadership, organization, and creativeness from.

E. Other than in school and work, I have had more experience with planning events.

1. All throughout high school, I planned everything my friends and I did together, from homecoming plans to New Years Eve parties.
   a. Never was it forced upon me, but I always enjoyed being in charge.
   b. I made lists of who to invite, planned out what to do and what time, and set up and decorated.

2. Now, in college, I am going to plan a softball game over the summer with current Monmouth students versus alum.
   a. My dad thought of the idea of having a Monmouth versus Knox game, but it never went through. So I decided to change the idea slightly and plan it myself.
b. I will need to send out invitations, reserve a field, post signs, and set up with decorations and snacks.

F. I already have many of the skills required for event planning.

1. I am very organized with everything I do.
   a. I make lists of what I need to accomplish.
   b. I write everything on a calendar.
   c. Also, I have everything in a set place so I can access it easily and quickly.

2. I am also creative.
   a. I have always loved being crafty, designing and decorating.
      (1.) I designed three t-shirts for the college last year and one this year so far.
      (2.) Also, I am minoring in art.
   b. I can think of many ideas quickly and come up with new ways to improve them.

III. Conclusion

A. Review of Main Points: I have told you what a career in event planning entails and why I am suitable for this career.

B. Refer to Introduction: Every big party or event which you attend was planned by someone who acquired certain skills and performed specific duties.

C. Last Thought: Next time you attend a party, think about the time and effort that went into the invitations, the decorations, snacks and the music. Look at the setup and all the small details that someone planned so that you could have a good time.
And, if you ever want to have a party, remember my name, because I’d be happy to plan it!